

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): Method of enhancing web page delivery, comprising the steps of:

receiving a request for a web page content from a requestor;

identifying the requestor as either a human visitor or a search engine spider by examining a user-agent tag and an IP address of an HTTP request of the requestor, and comparing the user-agent tag and the IP address with requesting agent characteristics stored in a signature database; and

redirecting identified human visitors to a web page in an existing web site.

Claim 2 (original): Method of enhancing web page delivery, comprising the steps of:

receiving a request for a web page content from a requestor;

identifying the requestor as either a human visitor or a search engine spider;

dynamically generating one or more web pages optimized for identified search engine spiders; and

returning the one or more dynamically generated web pages to the identified search engine spider.

Claim 3 (original): The method of claim 2, further comprising the step of: redirecting identified human visitors to a web page in an existing web site.

Claim 4 (original): The method of claim 2, wherein different web pages are dynamically generated depending upon the particular search engine spider identified as the requestor.

Claim 5 (original): The method of claim 2, wherein updateable templates are merged with user entered data to dynamically generate the one or more web sites.

Claim 6 (original): The method of claim 2, wherein updateable templates are merged with information stored in a catalog database to dynamically generate the one or more web sites.

Claim 7 (original): The method of claims 1 or 3, wherein the request for a web page content is received via a Uniform Resource Locator (URL) link published or stored in the Internet.

Claim 8 (original): The method of claim 7, wherein the URL link includes banner advertisements.

Claim 9 (original): The method of claim 7, wherein the URL link includes affiliate links.

Claim 10 (original): The method of claim 7, wherein the URL link includes e-mail campaigns.

Claim 11 (original): The method of claim 3, wherein the redirecting is accomplished via a redirect URL.

Claim 12 (original): The method of claim 11, further comprising the step of: updating in real time the redirect URL without affecting the existing URL.

Claim 13 (original): The method of claims 1 or 3, further comprising the step of: logging for later reporting and dissemination all requests and actions taken.

Claim 14 (original): The method of claims 13, further comprising the steps of: identifying the source link from which a human visitor requests a web page content; and tracking via use of redirection with an IMAGE tag the human visitor across a plurality of web pages.

Claim 15 (original): The method of claim 14, whereby tracking occurs across multiple domains.

Claim 16 (original): The method of claim 14, further including the step of: supplementing with additional dynamic code around the IMAGE tag in order to ensure that every request for the IMAGE is unique and to avoid caching the IMAGE data, thereby forcing each request to be processed uniquely.

Claim 17 (original): The method of claim 14, further including the step of: logging additional information including an email address to which a link was redirected, a referrer URL and all information stored there.

Claim 18 (original): The method of claim 14, further including the step of: logging additional information including the value of a any transactions occurring during a human visitor's visit on a web page, a referrer URL and all information stored there.

Claim 19 (original): The method of claim 11, further comprising the step of: automatically changing the redirect URL based on real time state information which can be influenced by the interaction of other requestors of web page content.

Claim 20 (original): The method of claim 13, wherein a redirect URL includes information regarding the source of web traffic being logged.

Claim 21 (original): Apparatus for enhanced web page delivery, comprising:

- a web server adapted to receive a request for web page content from a requestor;
- and a control engine operating on the web server, the control engine adapted to execute the process steps of (i) identifying the requestor as a human visitor or a search engine spider, (ii) redirecting identified human visitors to a selected web site via a redirect URL, and (iii) dynamically generating one or more web pages optimized for identified search engine spiders.

Claim 22 (original): Computer-executable process steps stored on a computer-readable medium, the computer-executable process steps to enhance web page delivery, the computer-executable process steps comprising: code to receive a request for web page content from a requestor; code for identifying the requestor as a human visitor or a search engine spider; code for redirecting identified human visitors to a selected web site via a redirect URL; and code for dynamically generating one or more web pages optimized for identified search engine spiders.

Claim 23 (new): Apparatus for enhanced web page delivery, comprising:

- a signature database adapted to maintain characteristics mapped to names of requesting agents;
- a content database adapted to maintain textual web content, and textual data concerning audio, visual, multimedia and dynamic web content;
- a template database adapted to maintain Hyperlink templates; and

a web server processor adapted to receive a request for web page content from a requestor, and adapted to execute the process steps of:

identifying the requestor as a human visitor or a search engine spider using the signature database;

redirecting identified human visitors to a selected web site via a redirect URL and
tracking the identified human visitors across a plurality of web pages;

selecting a template from the template database, the template having a Hyperlink structure tailored to a named search engine spider wherein the Hyperlink structure is formatted based on search engine ranking criteria of a search engine for which the named search engine spider has requested web page content;

dynamically generating one or more web pages for the named search engine spider by merging content data from the content database with the template to produce one or more web pages; and

returning the one or more dynamically generated web pages to the named search engine spider.

Claim 24 (new): The apparatus of claim 23 wherein the selected web site is determined based on previous traffic visits and redirections.